

LaingBuisson

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# HEMOCARE AND SUPPORTED LIVING UK MARKET REPORT

FOURTH EDITION

## Resilient in the face of Covid-19 but what next for homecare and supported living?

The fourth edition of LaingBuisson's Homecare and Supported Living UK market report is indispensable reading for anyone involved in this fragmented and complex market. This includes advisors, investors, commissioners and policymakers as well as service providers. Read together with Adult Specialist Care and Care Homes for Older People UK market reports, Homecare and Supported Living completes a series which illustrates the state of non-residential and residential care for adults over the age of 18 and gives a comprehensive market picture not found anywhere else.

Written by leading market commentator, William Laing, during the summer of 2021, the report includes fully updated data and market insights regarding the impact of the Covid-19 pandemic on the sector. It also provides an initial analysis of the likely impact on the homecare and supported living sector of the government's announcement on 7 September 2021 about new funding for the NHS and social care.

The new report shows the value of the UK market for homecare and supported living to be £10.3 billion (2019/20) and estimates that round 1 million people are in receipt of care. Through the Covid-19 pandemic, the sector showed itself to be resilient in the face of the challenges it faced and the financial impact on most homecare providers was limited. This was down to the remarkable efforts of the people working in the sector, as much as the support of government grants.

The report also includes the findings of new research which looks at how profitability is driven by location and the scale of the provider. It considers the increasing digitisation of homecare and supported living as 'tech enabled' providers join the list of market leaders.

### Who is the report for

- C-suite professionals working in homecare and supported living providers
- Local Government and Clinical Commissioning Group commissioners
- Homecare agencies
- Directors of Adult Social Services
- Care advisors
- Banks and other financial institutions
- Investors and private equity
- Long-term care insurance providers
- Local and national government
- Care sector trade bodies
- Lawyers
- Policy advisors
- Think tanks
- Management consultants

### What the report covers

Market  
Politics and Regulation  
Payors  
Major Providers  
Investors  
Staffing  
Market Potential

Appendices  
Glossary  
Key Legislation  
Regulators  
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Financial Appendix

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Care Homes	19,250
Care Home Groups	1,200
Nursing Care Places	271,100
Residential Care Places	269,250

## Journals



### Social care

CareMarketsUK covers the social care market including residential care, nursing care, adult specialist care, children's services, childcare, housing with care, homecare, supported living and community care. Subscription includes:

- Unique content - ten issues a year bring you market data and content you will not find elsewhere
- Real insight - commentary from the sector's leading trade associations including Care England and the Homecare Association
- Online archive - over 20 years of news and features
- Supplements - including roundtables, costs surveys, policy supplements and infographics
- Weekly news alerts - complete with live links to all stories and features
- Conference discounts - early bird rates for delegate passes

## Reports



### Healthcare staffing

LaingBuisson has published the fifth edition of its Healthcare Workforce & Recruitment UK market report. The report draws inspiration from and is informed by the author's interviews with over 100 NHS, adult social care, voluntary sector and independent acute sector CEOs and workforce and HR leaders.

Written during the Covid-19 pandemic, the report gives an all-round view of the state of the market, and while taking account of what has happened during the pandemic, considers the underlying market drivers and what is being done to address the resulting challenges.



### Retirement housing

The first edition of LaingBuisson's Retirement Housing UK market report focuses on specialist, purpose designed, self-contained accommodation exclusively to be occupied by the over 55s.

Specifically, it covers age-exclusive 'downsizer' housing, retirement living and housing with care, giving a comprehensive overview of the full breadth of the UK's retirement housing market.

The report estimates an addressable market for retirement housing of 5.2 million older people in the UK who hold more than £250,000 in housing equity.

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